

# Shakthi Nachi

## Business Development Expert

Talented, enthusiastic Business Continuity Specialist with an overall PQE of 6+ years. I have managed and have been a part of a plethora of firms spanning over various industries from HR, IT, Branding and Marketing, Event & Sponsorship Shows, Procurement and Logistics – Food & Beverage, Education, Strategic Consulting to Research Analysis respectively.



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## WORK EXPERIENCE

### Marketing and Communication Executive Grant Thornton

03/2020 – 06/2020

Seef, Bahrain

#### Achievements/Tasks

- Promoted services through all communication channels. Analysed potential strategic partnerships along with maintaining brand management and company identity.
- Developed marketing strategies with SWOT analysis and Porter's Five analysis to compete against the firm's key competitors.
- Organised webinars during the Covid-19 pandemic and networked with industry experts to share insights on topics related to company's service lines.
- Social media marketing for firm's LinkedIn, Facebook, Instagram & YouTube accounts.
- Dealing with marketing collaterals, brochures, press releases, social media contents.

Contact: Sunil Thakkar, Partner - Grant Thornton – +973 - 39767107

### Research Analyst - Branding and Acquisition Acolyte Resource Group, MERIT Group, LETRIM Group

12/2018 – 12/2019

Chennai, India

#### Achievements/Tasks

- Part of the Talent Vacancy Analytics (TVA) Research Team helping with key processes like talent acquisition, branding and partner acquisition, business analytics.
- Involved in Strategic Talent Mapping, Executive Search and Recruitment Process Outsourcing providing a Global Talent Insight along with Organisational mapping.

### Market Research Analyst, TechVision Frost and Sullivan (F & S) Research and Consulting

04/2018 – 09/2018

Chennai, India

#### Achievements/Tasks

- Generating quality reports on trending topics through research. Qualitative research of viable penetration of disruptive technologies.

### Team lead & Client Service Delivery Expert Cognizant Technology Solutions (CTS)

11/2012 – 11/2015

Bangalore, India

#### Achievements/Tasks

- SPOC for business processes for ITIS (IT Information Services) Change management and Incident management for new projects all around the globe dealing with liaising, billing and communicating with stakeholders.
- Shared best practices for Sales and CritSit management to help improve the team's efficiency and meet deadlines avoiding SLA breaches for a seamless client delivery.

### Business Development & Strategic Coordinator TEDx Ruakura 2016 - New Zealand

04/2016 – 11/2016

Hamilton, New Zealand

BUSINESS INNOVATION AND EXCELLENCE - VERTICAL HORIZONZ - NEW ZEALAND

#### Achievements/Tasks

- Coordinated the sales and sponsorship for the TEDx event - 156% sales and raised a Gold Sponsor- 'Quest Serviced Apartments' worth 33.33% of the TED event.
- Implemented novel marketing strategies for branching out into the Middle East.

## SKILLS

Process Improvement

Leadership

Problem Solving

Marketing

Logical Reasoning

Critical Thinking

Microsoft Office

Business Improvement

Strategy devising

SLA

Project Management

CRM

KPI

Communication

Decision-making

## REFERENCE

Mr. Sunil Thakkar, Partner, Grant Thornton

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## EDUCATION

**Bachelors in Electronics and Communication (B.E - E.C.E)**  
CEG (College of Engineering Guindy),  
Anna University, Chennai, India

2008 – 2012

**Masters in Business and Management (MBM)**  
The University of Waikato, Hamilton,  
New Zealand

2015 – 2017

## ACHIEVEMENTS

UpStart of The Year (2013)

Best performer in my team in terms of fetching priority jobs and avoiding breaches in deadlines

Most Promising Talent (2014 – 2015)

Ensured 40% of SLAs by streamlining business protocols

International Ambassador (2015 – 2016)

Pioneered the MBM course to international students & ensured a 200% intake via effective marketing campaigns